

# “Better than Nothing” Preservation

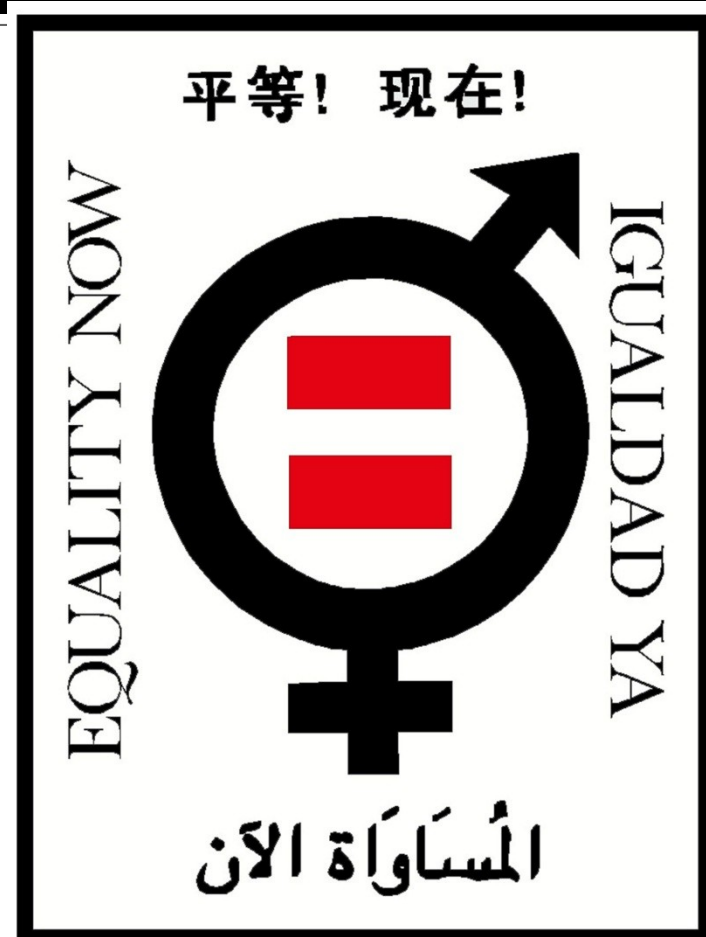


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Conserving the media legacy of Equality Now, a case study

# About Equality Now

- Founded in 1992 to promote and protect the human rights of women around the world.
- Focuses on four main areas of abuse: Female Genital Mutilation (FGM), Sexual Violence, Trafficking, and Discrimination in law.
- Advocates on behalf of grassroots organizations in third world countries.
- M.O includes: obstructive legal measures, petitioning, international mobilization, organizing events/conferences, staging protests, producing press releases, documentaries & public service announcements.



# Media Legacy

- Video collection contains about 500 tapes created between 1992 and 2010.
- Content includes:
  - Conferences/Panels.
  - Performances and speeches from fundraising events
  - Mainstream Media “Stories”
  - Protests, marches.
  - EN produced documentaries and public service announcements.
  - Outside material related to the work.
- Video format is mostly VHS, but also some  $\frac{3}{4}$ ” and Beta SP. All kinds of broadcast formats: NTSC, PAL, SEACAM.



# Project Goals

- Develop a “better than nothing” preservation plan on a budget of \$1,000.
- Create a proposal that places emphasis on the relevancy of the material to current campaigns.
- Keep project simple and non-intrusive.
- Streamline video collection and refresh storage elements (labels, containers, shelves, etc.)
- Update existing media database to the Dublin Core standard and connect records to digital files.
- Prep for access.

# Guidelines



- Budget assumes labor is “pro bono” or connected with the duties of a staff member.
- Draw from existing Equality Now resources:
  - Internships.
  - In-kind donations.
  - Existing software.
- Focus on VHS collection.
- Interview long-time staff members on how they obtained and used the media since its inception.



# Step One: Assessment

- Watched randomly selected titles from a collection of 200+ VHS titles such as:
  - “Using the Law to Promote Sex Equality”
  - “International Lawyers Meeting on Sex Trafficking, Nairobi”
  - “Glamour Celebrates Equality Now”
  - “FGM Girls”
  - “Trafficking Protest on UPN 9”
- Demagnetization noticeable in all tapes, high chroma (saturation), scan lines creating textures.
- Many tapes are recorded in LP mode and/or do not have record tab removed.
- Original recordings already exhibit poor quality, lighting, equipment.



# Media Sampler

International Lawyers Conference -  
Nairobi

- <http://www.youtube.com/watch?v=FByQxVPCay0>

Africa Rising-Trailer

- <http://www.youtube.com/user/equalitynowyt#p/a/u/1/M4mQfqJa6J8>

Anti-Trafficking Protest

- <http://www.youtube.com/user/equalitynowyt#p/a/f/2/XnVMELXfj1g>

# Step Two: Storage

Lakshmi: “Why can’t we just digitize it all and get rid of it.”

- Environmental Waste.
- Source material is its own backup (its own grandpa!).
- Library provides a visible media legacy display for guests and staff to browse.
- Equality Now is not hurting for shelf space.





# Step Two: Storage

- Plastic, opaque containers sought as in-kind donations.
- Temperature fluctuates between 73 and 75 degrees, the back of the shelf several degrees warmer (recommended is 68 degrees)
- Humidity steady at 20% RH.
- Once streamlined, consolidate media on shelves furthest from water cooler, radiator, and window.
- Rejected material sent to GreenDisk, a company that specializes in recycling “Technotrash”



# Step Two: Digitizing

- Media housed on Power Mac G5 server.
- Elgato video capture card for high image quality and proficiency with Mac.
- Convert files in H264/MPEG-4 format, wrapped in a .MOV file per Apple standards.
- Create File Naming Conventions That:
  - That are unique.
  - That can be generated by the database.
  - That denote category, subject, and year of the material.
  - Spare enough to encourage database use.



# Step Two: Digitizing - File Naming Conventions

## Fig. 1 File Name Acronyms: Subjects

Female Genital Mutilation	Trafficking	Sexual Violence	Discrimination in Law	Equality Now General	Other Topics
FGM	TFK	SEX	LAW	EQN	OTH

## Fig. 2 File Name Acronyms: Type

Event	Public Service Announcement	Conference	Equality Now in the Media	Documentary	Misc.
EV	PS	CF	ME	DC	MS

## 3 Example of what a sampling of the files would look like:

VHS Title	File Name
"Using the Law to Promote Sex Equality"	LAW-CF-2001-093
"Glamour Supports Equality Now"	EQN-EV-2004-177
"Equality Now PSA 2010"	EQN-PS-2010-516
"Trafficking Protests on UPN 9"	TFK-ME-1999-045
"Meryl's Birthday"	OTH-MS-2007-990

# Step four: Metadata – EN Media Database

- EN Media Database
  - Well stocked with controlled vocabulary and a key word search.
  - Lacking in information on people, places and copyright.
  - Underused.
- Database Renewal:
  - Consolidate Existing Subjects.
  - Change “Category” field to reflect the four main focuses of Equality Now.
  - Correct mistakes in format terminology.
  - Conform metadata architecture to map with Dublin Core recommendations.
  - Create a macro in the database that will generate file names and link directly to the file.
  - During digitization process, the reviewer will add key words, coverage, names, and copyright information where they do not exist.
  - Police data entry with required



**Total: 1**

**Edit Media Record**

Date Created: 4/30/2003  
Date Updated:

**New** **Save** **Delete** **Exit**

**Media ID** **Library** **Category** **System** **Date (y/m/d)**

240 EN Video NTSC

**Media Title:**

Various News Clips

**Footages**

**Footage**

**Edit Footage**

**MediaID: 240** **Media Title: Various News Clips** **Exit**

**Footage Title** **Footage Type**

20/20 Other News Piece

**Date of Footage (y/m/d)** **Produced By** **Broadcasted By**

1999 1 22 20/20 20/20

**Description**

Diane Sawyer reports on honor killing in Jordan.

**Subjects** Select from the list. **Keywords** Separate by commas.

Honor Crimes / Honor Killings

**ENStaff Reference** EN Staff's names mentioned

<b>MedialD:</b> 240	<b>Media Title:</b> Various News Clips	<input type="button" value="Exit"/>
<b>Footage Title</b>		<b>Footage Type</b>
<input type="text" value="20/20"/>		<input type="text" value="Other News Piece"/> ▼
<b>Date of Footage (y/m/d)</b>	<b>Produced By</b>	<b>Broadcasted By</b>
<input type="text" value="1999"/> <input type="text" value="1"/> <input type="text" value="22"/>	<input type="text" value="20/20"/>	<input type="text" value="20/20"/>
<b>Description</b>		
<input type="text" value="Diane Sawyer reports on honor killing in Jordan."/>		
<b>Subjects</b> Select from the list.	<b>Keywords</b> Separate by commas.	
<input type="text" value="Honor Crimes / Honor Killings"/> ▼	<input type="text"/>	
<input type="text"/> ▼		
<input type="text"/>	<b>ENStaff Reference</b> EN Staff's names mentioned	
	<input type="text"/>	
<input type="checkbox"/> Original <input checked="" type="checkbox"/> Dubbed <input type="checkbox"/> Orientation Material		
Double-click subject name to remove it.		
<input type="button" value="Save"/> <input type="button" value="Delete"/>		



tblSubjectList - EN Media Database				
<div> <div> <div>Home</div> <div>Create</div> <div>External Data</div> <div>Database Tools</div> <div>Acrobat</div> <div>Datasheet</div> </div> <div> <div>View</div> <div>Paste</div> <div>Views</div> <div>Clipboard</div> </div> <div> <div>Calibri</div> <div>11</div> <div> <div>B</div> <div>I</div> <div>U</div> <div> <div></div> <div></div> <div></div> </div> <div> <div></div> <div></div> <div></div> </div> </div> <div> <div></div> <div></div> <div></div> </div> </div> <div> <div>Rich Text</div> <div>Records</div> <div>Sort &amp; Filter</div> <div>Window</div> </div> </div>				
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<div> <div>1</div> <div>Abduction</div> </div>				
<div> <div>2</div> <div>Abuse/Domestic Violence</div> </div>				
<div> <div>3</div> <div>Gender Discrimination</div> </div>				
<div> <div>4</div> <div>Rape/Sexual Assault</div> </div>				
<div> <div>5</div> <div>Sex Tourism</div> </div>				
<div> <div>6</div> <div>Trafficking in Women</div> </div>				
<div> <div>7</div> <div>Trafficking in Children</div> </div>				
<div> <div>8</div> <div>Incest</div> </div>				
<div> <div>9</div> <div>Polygamy</div> </div>				
<div> <div>10</div> <div>Female Genital Mutilation (FGM)</div> </div>				
<div> <div>11</div> <div>Abortion</div> </div>				
<div> <div>12</div> <div>Arranged Marriage</div> </div>				
<div> <div>13</div> <div>Mail Order Brides</div> </div>				
<div> <div>14</div> <div>Li'l Pimp</div> </div>				
<div> <div>16</div> <div>Sexual Health</div> </div>				
<div> <div>17</div> <div>Landmines</div> </div>				
<div> <div>18</div> <div>War Widows</div> </div>				
<div> <div>19</div> <div>Courts/Tribunals</div> </div>				
<div> <div>20</div> <div>Equality Now Events</div> </div>				
<div> <div>21</div> <div>Biographies</div> </div>				
<div> <div>22</div> <div>Performance Art</div> </div>				
<div> <div>23</div> <div>Trokosi</div> </div>				
<div> <div>24</div> <div>Suffrage</div> </div>				
<div> <div>25</div> <div>Honor Crimes / Honor Killings</div> </div>				
<div> <div>26</div> <div>Fauziya Kassidja Case</div> </div>				
<div> <div>27</div> <div>Adelaide Abankwah Case</div> </div>				
<div> <div>28</div> <div>Rape as Weapon in War / Rape Camps</div> </div>				
<div> <div>29</div> <div>Bosnia-Herzegovina</div> </div>				

# Step five: Access

- Create compilation DVDs for library lending , particularly B rolls.
- Select titles to released into the public forum.
  - Titles for Research (Conferences, Speeches)
  - Titles for Advocacy (Performances, Celebrities, Present-day relevance).
- Repurposes data reports as a PDF catalogue that is linked to the website .
- Institute strong copyright language so that users will properly credit the institution.
- Making “lending library” metadata available web-wide catalogues.
- Nominate a staff or intern as a liaison with researchers.



UNIVERSITY OF MINNESOTA

Human Rights Library

INTERNATIONAL LAW VIDEO LIBRARY

